

Abstract

The bachelor thesis Brand Audit as a tool for identifying a brand's current position in the market with an example of the brand Alpine Pro analyses positioning of a brand in the market in the process of strategic brand management. In the first part of the bachelor thesis important terms that refer to brands and branding are defined. The description of each step in the process of strategic brand management and the tools, which are used for evaluating the position of the brand in the market, follow. One of these tools is called the Brand Audit, which consists of two parts: Brand exploratory and Brand inventory. In the second part of the bachelor thesis the Brand Audit of the brand Alpine Pro is conducted. First, the history of the brand, the target group and the situation in the Czech market of outdoor clothing is described. Then the analysis of four Ps and brand elements follows. The Czech brand Alpine Pro is a distinct brand in the Czech market, due to its cooperation with the Czech Olympic Committee. The aim of the bachelor thesis is to assess the current position of the brand Alpine Pro in the Czech market. The bachelor thesis includes own quantitative research, whose results will serve as a basis for creation of the Brand resonance model of the brand Alpine Pro. In the conclusion of the bachelor thesis strategic and tactical recommendations for improving the position of the brand Alpine Pro in the Czech market are suggested.